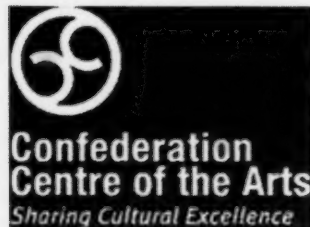


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05/09/2008

Enjoy bright red drinks in the theatre this festival season

Charlottetown – The Confederation Centre of the Arts will be allowing beverages in the theatre at the Charlottetown Festival this year. Until now patrons could bring only bottled water into the theatre during a performance. Alcoholic and non-alcoholic drinks are often available before the show and during the intermission but not allowed in the theatre.

"This is a trial this year with British Invasion II America Strikes Back! and other select performances. It applies to all beverages – coffee, tea, raspberry cordial, pop, as well as alcoholic beverages," says David MacKenzie, CEO of the Confederation Centre of the Arts.

"People have asked why they aren't allowed to take drinks other than bottled water into the theatre in the past. Performances have a 20 minute intermission – instead of hurrying their drinks people will be able to enjoy their beverage. We want to meet the expectations of our customers."

MacKenzie notes that the Centre is not breaking new ground with this change in policy: major theatres in Toronto and Calgary began allowing beverages in selected shows last year, and it has long been a tradition in London. Limiting the trial this year to select shows will give the Centre the opportunity to gauge customer satisfaction with the change. There is no bar during Anne of Green Gables – The Musical™, for instance, while the Centre's Mack theatre has long been a licensed venue.

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what's on



Arnaud Maggs, *Self-portrait with Deborah, Oued Laou*, 1969, gelatin silver print.

From the exhibition *Photography 101: push the button*. Until September 28

Anne of Green Gables -
The Musical™: June 12
- September 27 (select
dates)

The Ballad of Stompin
Tom: July 3 -
September 20 (Mon -
Sat)

Feist: November 10

2008-04269/

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